Social media marketing

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Abstract
Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement. Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Companies can keep in touch with individual followers by way of social networking sites. Social media often feeds into the discovery of new content such as news stories, and "discovery" is a search activity. It is a form of Internet marketing that utilizes social networking websites as a marketing tool.

Keywords: social media marketing

1. Introduction
Social media marketing includes the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media "culture" and "tone." Social media marketing is the use of social media platforms and websites to promote a product or service. Social media marketing refers to the process of gaining traffic or attention through social media sites.

1.1 Social Media Marketing
Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others.   Social media marketing can help with a number of goals, such as:
- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

1.1.1 Advertising
Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses wishing to promote their products or services. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. Commercial advertisements seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. Advertisements that intend to elicit an immediate sale are known as direct-response advertising.

1.1.2 Traditional media
Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables, taxicab doors, musical stage shows, subway platforms and trains, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an identified sponsor pays to deliver their message through a medium is advertising.

1.1.3 Online
Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online advertisements are delivered by an ad server. Examples of online advertising include contextual advertisements that appear on search engine results pages, banner advertisements, in pay per click text advertisements, rich media advertisements, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. The native advertisements in a website's news feed and are supposed to improve user experience by being less intrusive.

1.1.4 Domain names

Domain name advertising is most commonly done through pay per click web search engines, however, advertisers often lease space directly on domain names that generically describe their products. When an Internet user visits a website by typing a domain name directly into their web browser, this is known as "direct navigation", or "type in" web traffic. Although many Internet users search for ideas and products using search engines and mobile phones, a large number of users around the world still use the address bar.

1.1.5. Product placements

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo.

1.1.6. Niche marketing

The significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted advertisements. Advertisers will have an increasing ability to reach specific audiences. In the past, the most efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customer profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to advertisements that are more relevant to viewers and more effective for companies' marketing products.

Google Advertisement sense is an example of niche marketing. Google calculates the primary purpose of a website and adjusts advertisements accordingly. It uses key words on the page (or even in emails) to find the general ideas of topics disused and places advertisements that will most likely be clicked on by viewers of the email account or website visitors.

1.1.7. Crowd sourcing

The concept of crowd sourcing has given way to the trend of user-generated advertisements. User-generated advertisements are created by people, as opposed to an advertising agency or the company themselves, often resulting from brand sponsored advertising competitions. For the 2007 Super Bowl, the Frito-Lays division of PepsiCo held the *Crash the Super Bowl* contest, allowing people to create their own Doritos commercial.

1.1.8. A social media marketing plan

A social media marketing plan is the summary of plan to do and hope to achieve for the business using social networks. This plan should comprise an audit of where your accounts are today, goals for where you want them to be in the near future, and all the tools you want to use to get there. The plan will guide the actions, but it will also be a measure by which to determine whether the success or failure will fall.

Step 1: Create social media marketing objectives and goals

The first step to any social media marketing strategy is to establish the objectives and goals that need to achieve. Having these objectives also allows quickly react when social media campaigns are not meeting the expectations. Without goals, no means of gauging success or proving the social media return on investment (ROI).

The goals should be aligned with the broader marketing strategy, so that the social media efforts drive toward the business objectives. If the social media marketing strategy is shown to support business goals, the more likely to get executive buy-in and investment.

Step 2: Conduct a social media audit

Prior to creating the social media marketing plan, need to assess the current social media use and how it's working. This means figuring out who is currently connecting with the social media sites the target market uses, and how the social media presence compares to the competitors'.

Step 3: Create or improve your social media accounts

After finished social media audit, it's time to hone the online presence. Choose which networks best meet the social media goals. If no social media profiles on each network need to focus on, build them from the ground up with the broader goals and audience in mind.

Step 4: Gather social media marketing inspiration

To inspire, look to what others in the same industry are sharing and use social media listening to see how can distinguish the product from competitors and appeal to prospects they might be missing.

Step 5: Create a content marketing plan and a social media content calendar

The great content to share will be essential to succeeding at social media. The social media marketing plan should include a content marketing plan, comprised of strategies for content creation and content curation, as well as a content calendar.

Step 6: Test, evaluate, and adjust the social media marketing plan

To find out what adjustments need to be made to the social media marketing strategy, rely on constant testing. Build testing capabilities into every action made on social networks.

1.2. Statement of the problem

Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public.

1.3. Scope of the study

Social media marketing describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way. "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the

websites that permit them to do so". Web 2.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration.

1.4. Objectives
▪ To know the purpose of using social media
▪ To capture the preference of customers
▪ To understand the importance of social media marketing
▪ To know the safest mode of advertising

1.5. Research methodology
The research conducted by getting opinion from social media users by way of questionnaire

1.5.1. Research Design
Survey method was adopted for data collection regarding the users' perception towards Social Media Marketing. For collecting the data, a survey questionnaire was distributed both physically and through online. After receiving the distributed questionnaires, data analysis was performed. A convenient sampling method was adopted for questionnaires distribution. A total of 100 questionnaires were distributed and found valid for further analysis.

1.6. Population
The population of the study contains the social media users of Erode city

1.7. Sample
From the above population of Erode a sample of 100 respondents was selected.

1.8. Data sources
The required data for this study has been collected from both primary data as well as secondary data sources.

1.8.1. Primary Data
Primary data is collected for specific purpose on hand. Primary data for this study is collected through well-structured questionnaire.

1.8.2. Secondary Data
The secondary data was collected from the articles, newspapers, journals and internet.

2. Review of Literature
Michael Nnabundo Nwabuzor and Celestine Verlumun Gever (2015) [1], employs the critical discourse analysis as parameter of measurement. Findings reveal that the various campaign texts posted on social media are aimed at mobilizing global support against terror. Results indicate that social media texts are positive about the campaign, but expressed dissatisfaction over slow government effort at securing the release of the girls. The study recommends that alongside the military option, global campaign should be intensified to end terrorist activities and secure the safe release of the abducted girls.
Michael A. Steizer (2010) [2] A majority of marketers(56%) are using social media for 6 hours or more each week,and nearly one in three invest 11 or more hours weekly. Twitter,

Facebook, LinkedIn and blogs were the top four social media tools used by marketers.A significant 81% of marketers plan on increasing their use of blogs. A majority of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social media.76% of marketers are spending at least 4 hours each week on their social media marketing efforts.
Liu (2010) [3] analysed the top four reasons that prompted students' use of social media tools were found to be social engagement (85%), direct communications (56%), speed of feedback/results (48%), and relationship building (47%).
Sisira Neti (2011) [4], shows that charitable organizations are still outpacing the business worlds and academia in their use of social media. Social media marketing budgets continue to rise. Businesses currently allocate 6% of their marketing budgets to social media, an allotment they expect to increase to 10% during the next year and 18% over the next 5 years.
Dharmesh motwani, Devendra Shrimali and Khushbu Agarwal(2014) [5], Customers have positive perception towards social media marketing practices; they consider social media advertising more interesting, innovative, informative and interactive as compare to traditional advertising. Majority of Internet users are aware about social media & they are using it also, so it can be a best tool for brand promotion, if used efficiently.

3. Analytical Framework
Percentage Analysis
Percentage refers to a special kind of ratio percentage used in making comparison between two or more service data. Percentage used to describe relationship percentage can also be used to compare the relative terms of the distribution of two or more series of data.

Data Analysis and Interpretation
The tools and techniques used for data analysis are tables, and percentage methods. On the basis of information generated from the data analysis, conclusions have been drawn and suitable suggestions are made.

Table 1: Purpose of using social media

Purpose	No. of respondents	Percentage
Advertise products/services	63	63
Gain feedback from customers	12	12
Engage (in conversation) with customers	3	3
Offer promotional items e.g. coupons/gift vouchers	8	8
Business to business purposes e.g. LinkedIn	3	3
Increase brand awareness	4	4
analyse the competition	7	7

Table 1 shows that 63% of respondents used to advertise products or services, 12% of respondents used to gain feedback from customers.

Table: 2

Preference	No. of respondents	Percentage
Facebook	57	57
Twitter	22	22
LinkedIn	11	11
YouTube	7	7
Myspace	3	3

Table 2 shows that, 57% of respondents preferred Facebook, 22 % of respondents preferred Twitter.

Table: 3

Importance	No. of respondents	Percentage
Discount	19	19
Stay informed about the activities of company	12	12
Get updates on brands and its future extensions	45	45
Interaction	16	16
For fun, entertainment	5	5
Get access to the exclusive content	3	3

Table 3 indicates that 45 % of respondents to update the brand details.

Table: 4

Online advertising - safest	No. of respondents	Percentage
Strongly disagree	15	15
Disagree	5	5
No opinion	10	10
Agree	24	24
Strongly agree	46	46

Table 4 represents that 46 % of users strongly agreed social media is the safest one to advertise.

4. Findings
- 63% of respondents using social media to advertise products and services
- 57% of respondents preferred to use facebook as a media to advertise.
- 45% of respondents get updates from concern and its future extensions
- The users of 46% strongly agreed that social media is the safest advertising mode.

5. Conclusion
Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others.

6. Reference
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